DEARBORN

Brand Tool Kit

UNIVERSITY OF MICHIGAN-DEARBORN BRAND STANDARDS AND MESSAGING

UM-Dearborn Brand

This brand tool kit outlines UM-Dearborn's brand and messaging standards for the campus community.

Following this guide ensures that UM-Dearborn content is consistent and clearly tells the university's story. This cohesion helps establish a strong identity that resonates with our audiences — reinforcing both brand awareness and loyalty.

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Brand Identity

LOGO STANDARDS

University of Michigan-Dearborn has three official marks — the primary logo, the horizontal logo and the university seal. The primary logo may be used widely, while the university seal is reserved for Presidential/Chancellor and Regental use only.

The University of Michigan-Dearborn logo was carefully designed based on the proportions of the copyrighted Block M. Each element was sized, placed and colored for maximum visibility and legibility. The UM-Dearborn logo is part of a family of logos across three campuses, medical system and athletics program.

The primary logo is the main identifier for University of Michigan-Dearborn. The primary logo, horizontal logo or unit logo must appear on all publications, websites and other visual communications developed for UM-Dearborn.

Logo(s) should be easily found and read by the viewer. Horizontal logos work well running across the top, while “Block M” logos tend to look best placed at the bottom of a piece. The university seal may only be used on Regental or Chancellor communications. The Block M cannot be used as a letter in a word.

DEARBORN

PRIMARY LOGO

UNIVERSITY OF MICHIGAN-DEARBORN

HORIZONTAL LOGO

THE UNIVERSITY OF MICHIGAN
ARTES · SCIENTIA · VERITAS
1817

UNIVERSITY SEAL
(FOR PRESIDENTIAL &
REGENTAL USE ONLY)

DEARBORN

SCHOOL/COLLEGE NAME
INDIVIDUAL UNIT NAME
UNIVERSITY OF MICHIGAN-DEARBORN

UNIT LOGO

CLEAR SPACE

Always position the logo for maximum impact and give it plenty of room to help ensure visibility and legibility.

The minimum clear space for the University of Michigan-Dearborn logo is defined as twice the height (2x) of the Block M's serif (x). Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.

MINIMUM SIZES

When reproducing the primary logo, be conscious of its size and legibility. The primary logo should never appear less than 3/4" tall in printed materials, and no less than 75 px tall in the digital realm. A logo signature may be reduced 3/8" tall in print, and 36 px digitally.

Print: 3/4"
Web: 75 px

Print: 3/8"
Web: 36 px

UNIVERSITY OF MICHIGAN-DEARBORN

LOGO INFRACTIONS

You may not alter the logo in any way. Specifically:

DO NOT replace the official typeface with any other

DO NOT modify, redesign, redraw, animate, distort or alter the proportions of the logo

DO NOT add words, images, or other design elements or effects to the logo, or add the logo to another graphic

DO NOT modify the size or position relationship of any element within the logo

DO NOT rotate or render the logo three-dimensionally

LOGO DOWNLOADS

It is important to maintain a consistent identity and the Office of External Relations wants to ensure that logos are used appropriately. There are various logo/mark kits available for download on the brand website, as well as guidance for their use. For more information, visit **umdearborn.edu/brand.**

HOW TO WRITE UNIVERSITY OF MICHIGAN-DEARBORN

Correct ways:

- University of Michigan-Dearborn
- UM-Dearborn

Incorrect ways:

- UMD
- UM-D
- University of Michigan—Dearborn
- University of Michigan - Dearborn
- UofM-Dearborn
- University of Michigan Dearborn
- UM Dearborn

UNIT LOGOS

The University of Michigan's identity system is designed to create and maintain unity — to ensure that no matter what campus, college or unit is issuing the communication, it is properly and strongly branded.

Official University of Michigan-Dearborn logos are created and maintained by the Office of External Relations. Logos can be created for colleges, departments and units on campus. Logos are not created for academic programs, unit initiatives or programming.

To request unit logos, or if you have any questions about university logos, please contact the Office of External Relations at **um-dearbornbrand@umich.edu**.

UNIT LOGO – FORMAL

DEARBORN | SCHOOL/COLLEGE NAME
INDIVIDUAL UNIT NAME
UNIVERSITY OF MICHIGAN-DEARBORN

The most formal logo. Use cases can include letterhead and documents for external audiences.

UNIT LOGO – MARKETING

DEARBORN | INDIVIDUAL UNIT NAME
UNIVERSITY OF MICHIGAN-DEARBORN

Use in situations where internal university hierarchy is not important to the audience. Use cases can include posters and flyers.

UNIT LOGO – INFORMAL

DEARBORN | INDIVIDUAL UNIT NAME

Reserved for internal communications or outreach to stakeholders who are already familiar with the unit. Use cases can include an internal communication to faculty and staff or letterhead to recent alumni.

UNIT LOGO – STACKED

DEARBORN
INDIVIDUAL
UNIT NAME

Use in settings where there is limited space and the preferred horizontal mark would not be legible. Use cases can include on the corner of a poster or a small logo printed on a garment.

STUDENT USE GUIDELINES

Sponsored Student Organizations (SSO) are any organization with a formal agreement on file with/approved by the Office of Student Life between organization and a campus office or division, academic department or college.

THESE ORGANIZATIONS MAY:

- use the Block M Dearborn in their promotions
- use University of Michigan-Dearborn as part of their official organization name
- use the Michigan Maize (PMS 7406) and Blue (PMS 282) colors

THESE ORGANIZATIONS MAY NOT:

- alter the Block M Dearborn logo in any way
- use the Victors font
- use the Block M Dearborn in a spelling variation of a word/sentence

DEARBORN | STUDENT GOVERNMENT
UNIVERSITY OF MICHIGAN-DEARBORN

Sponsored Student Organizations whose **sponsorship is from a college** are permitted to use the sponsoring college logo on apparel and in promotions with the club name underneath it in an approved secondary font.

THESE ORGANIZATIONS MAY:

- use the Michigan Maize (PMS 7406) and Blue (PMS 282) colors

THESE ORGANIZATIONS MAY NOT:

- alter the Block M Dearborn logo in any way
- use the Victors font
- use the Block M Dearborn in a spelling variation of a word/sentence

DEARBORN | COLLEGE OF BUSINESS
AMERICAN MARKETING ASSOCIATION
UNIVERSITY OF MICHIGAN-DEARBORN

Registered Student Organizations (RSO):

THESE ORGANIZATIONS MAY:

- use the Michigan Maize (PMS 7406) and Blue (PMS 282) colors
- use “University of Michigan-Dearborn” or “UM-Dearborn” (no other variation) at the end of their name

THESE ORGANIZATIONS MAY NOT:

- use the Block M Dearborn logo in any manner
- use the Victors font

Color Palettes

PRIMARY PALETTE – SIGNATURE COLORS

Michigan Maize	Michigan Blue
HEX #FFCB05	HEX #00274C
PMS 7406	PMS 282
C0 M18 Y100 K0	C100 M60 Y0 K60

Our signature color palette of Michigan Maize and Blue creates a powerful differentiator for our brand. Using this palette appropriately and consistently creates an additional layer of distinction. In general, the Block M is in maize and the type component is in white or blue.

PLEASE NOTE:

- The U-M blue can turn purple and the yellow to orange when printed on some materials. To obtain the best color representation, please ask your printer to “match the PMS color” and provide you with a color proof (non-electronic).
- HEX colors are used for the web.
- Use the CMYK and PMS code for print documents.

COLLEGE COLORS

Complementary colors are designated for each of the four colleges, and work as an accent color for materials. Examples of use can be found on each college’s home webpage. These colors should not be used in the official college logos.

COB	CECS	CEHHS	CASL
HEX #81C5C3	HEX #AFC3DB	HEX #006EB2	HEX #6963A9
PMS 3245	PMS 2717	PMS 285	PMS 2725
C49 M4 Y26 K0	C30 M16 Y5 K0	C89 M54 Y4 K0	C67 M66 Y4 K0

SECONDARY PALETTE

The secondary palette colors were chosen to complement our primary palette of maize and blue, providing additional range to the brand. They work well as accent colors or as subtle backgrounds behind typography or graphics. Darker colors may be used behind light-colors typography.

Tappan Red HEX #9A3324 PMS 484 C8 M92 Y100 K33	**Ross Orange** HEX #D86018 PMS 1595 C0 M71 Y100 K3	**Wave Field Green** HEX #A5A508 PMS 398 C14 M6 Y100 K24	**Rackham Roof Green** HEX #75988D PMS 5565 C44 M12 Y34 K24	**Taubman Teal** HEX #00B2A9 PMS 326 C81 M0 Y39 K0	**Arboretum Blue** HEX #2F65A7 PMS 660 C88 M50 Y0 K0
A2 Amethyst HEX #702082 PMS 2603 C72 M99 Y0 K3	**Matthaei Violet** HEX #575294 PMS 668 C70 M77 Y7 K23	**UMMA Tan** HEX #CFC096 PMS 7502 C6 M14 Y39 K8	**Burton Tower Beige** HEX #9B9A6D PMS 451 C21 M15 Y54 K31	**Angell Hall Ash** HEX #989C97 PMS WARM GRAY 6 C14 M19 Y21 K39	**Law Quad Stone** HEX #80764B PMS WARM GRAY 11 C26 M36 Y38 K68
Diag M Metallic PMS 872	**Puma Black** HEX #131516 PMS BLACK 6 C100 M79 Y44 K93				

WEB COLORS

The Drupal CMS manages colors and fonts on the UM-Dearborn website. Please use the following for any standalone applications/websites.

Headers/Footers/CTAs HEX #00274C	Navigation Bars HEX #FFCB05	Content Headings HEX #7A121C	Body Area Backgrounds HEX #EFF0F1	Links HEX #0D57AA	Body Copy HEX #222222

Typography

Typography is an essential component to our brand's visual identity. Legibility and readability should always be taken under consideration when choosing a font.

UNIVERSITY APPROVED FONTS

Nunito Sans is the official University of Michigan-Dearborn typeface. Nunito Sans is a neo-grotesque sans serif typeface available in fourteen weights.

If Nunito Sans is not available, use one of the following fonts: **Montserrat, Book Antiqua, Helvetica, Gill Sans, Arial,** or **Franklin Gothic.**

DISPLAY TYPEFACES

Please use one of the following fonts for web applications: **Playfair display, Oswald, Helvetica.**

Nunito Sans

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q q R r S s T t U u V v W w X x Y y Z z

0 1 2 3 4 5 6 7 8 9

! @ # $ % ^ & * ( )) ! @ # $ % ^ & * ( )

Montserrat

A a B b C c D d E e F f G g H h I i J j K k
0 1 2 3 4 5 6 7 8 9
! @ # $ % ^ & * ( )) ! @ # $ % ^ & * ( )

Book Antiqua

A a B b C c D d E e F f G g H h I i J j K k
0 1 2 3 4 5 6 7 8 9
! @ # $ % ^ & * ( )) ! @ # $ % ^ & * ( )

Helvetica

A a B b C c D d E e F f G g H h I i J j K k
0 1 2 3 4 5 6 7 8 9
! @ # $ % ^ & * ( )) ! @ # $ % ^ & * ( )

Gill Sans

A a B b C c D d E e F f G g H h I i J j K k
0 1 2 3 4 5 6 7 8 9
! @ # $ % ^ & * ( )) ! @ # $ % ^ & * ( )

Arial

A a B b C c D d E e F f G g H h I i J j K k
0 1 2 3 4 5 6 7 8 9
! @ # $ % ^ & * ( )) ! @ # $ % ^ & * ( )

Franklin Gothic

A a B b C c D d E e F f G g H h I i J j K k
0 1 2 3 4 5 6 7 8 9
! @ # $ % ^ & * ( )) ! @ # $ % ^ & * ( )

Social Media and Required Text

PROFILE PHOTO

Use the square version of the Block M logo that includes the name of your unit. The logo should be sized correctly so that no part of the logo is cut off when displayed.

DISPLAY NAME

Use “University of Michigan-Dearborn” (preferred) or “UM-Dearborn” within your account name. If you are unable to include it due to character limits, include it instead in your account description/bio. **DO NOT USE “UMD.”**

HASHTAGS

If you are using the university’s name within a hashtag, use “UMDearborn.” The hyphen is not required and will not function within a hashtag. **DO NOT USE “UMD.”**

URLS AND SOCIAL MEDIA HANDLES

It is acceptable to use “UMDearborn” or “UM_Dearborn” as part of your official account handle or custom URL.
DO NOT USE “UMD.”

For more details and the most up to date information, visit **umdearborn.edu/socialmediaguidelines**.

REQUIRED TEXT

Specific text is required for all published materials that represent the mission, organization, or historical accomplishments of the university and any of its major academic or operating units.

For the most up to date requirements, visit **umdearborn.edu/requiredtext.**

University Images

Good photography is an integral part of our visual style. Below are university guidelines with photo usage. Additional creative direction for photography is explained in the Brand Messaging section of this tool kit.

- Never use stock photography or images.
- Never use clip art.
- The university has an approved gallery of images available for your use.

For additional guidelines and access to the image gallery, please visit **umdearborn.edu/brand**.

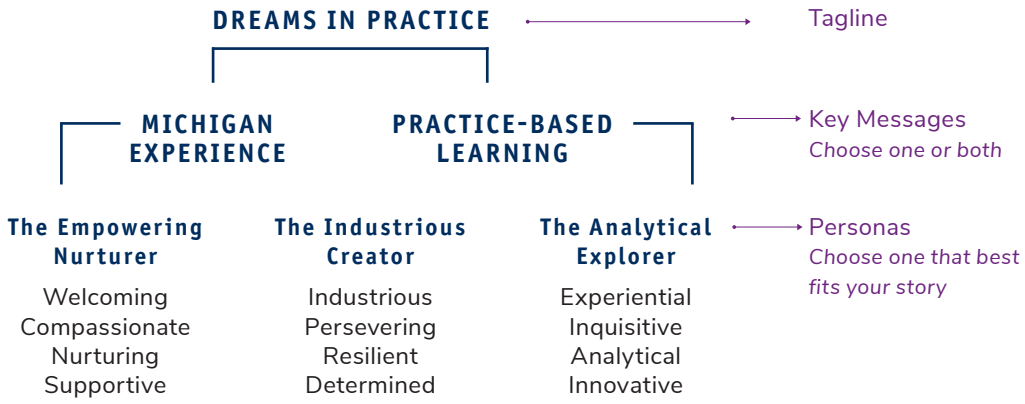
Messaging Playbook

The following pages outline key messages/differentiators of UM-Dearborn to incorporate when communicating about the university, and personas to use as a guide to tell that story.

The personas are rooted in research and help imagine UM-Dearborn as a person. Descriptors within the personas are not meant to be used exactly as written in the tool kit, but are meant to provide themes when describing or reinforcing key attributes of the university. Using these personas to talk about university differentiators will help us have a consistent message.

GUIDE TO USING THE MESSAGING PLAYBOOK

When planning a communication, have your main topic in mind and use this guide to determine what key message could be incorporated and what persona to use.



TRAINING

This playbook is meant to be a resource and utilized by any faculty or staff member who is communicating about the university to an external audience. Full training and more detailed documentation is available as needed. **Contact the Office of External Relations at um-dearbornbrand@umich.edu**.

University of Michigan-Dearborn has consistently messaged the university story to various audiences including prospective students, alumni, faculty, staff, current students and the general public. The following section is based on extensive research to further develop our brand identity and create guidelines for university messaging to various audiences.

BOILERPLATE

University of Michigan-Dearborn was founded in 1959 and is today a top-ranked university with more than 8,000 students pursuing more than 100 undergraduate and graduate degrees across four colleges. UM-Dearborn is a practice-based university dedicated to opening the door to accessible higher education for all students while equipping them with applied knowledge and skills to excel and innovate in their chosen fields and make lasting impact in their communities, Michigan and the world.

OUR TAGLINE: DREAMS IN PRACTICE

Dreams in Practice strikes the balance between inspirational and practical.

This campaign demonstrates that UM-Dearborn is a place for students of all backgrounds and interests to pursue their dreams. Dreams in Practice empowers students to make an impact in their community at a university where outcomes always make a difference. This campaign acknowledges that students come to campus with doubts and anxieties about their future and positions UM-Dearborn as the perfect place to turn those doubts into opportunities through a practice-based education, coupled with the University of Michigan excellence and experience.

HOW AND WHERE TO USE THE TAGLINE

- Student recruitment materials
- Advertising
- Reinforcing the university messaging in written or verbal remarks

Key Messaging:

Practice-Based Learning & the Michigan Experience

Practice-Based Learning

THE STORY

UM-Dearborn was founded as a practice-based university to educate and aid in producing a career-ready workforce. The university has evolved over the years, however, practice-based learning (PBL) has remained core to its mission. This commitment is evident in classroom instruction, research opportunities, community-based programs, extracurricular experiences and co-op and internship offerings.

WHAT IS PRACTICE-BASED LEARNING?

PBL encompasses curricular and co-curricular experiences that require students to apply, analyze, evaluate or create knowledge often in collaboration with others and across disciplinary boundaries. The aim of PBL is to promote a deeper understanding of core concepts through their application, and to provide students with the opportunity to assess and learn from natural consequences, mistakes and successes. PBL coursework is built upon student centered projects that often relate to complex “real world” problems. PBL assignments and learning opportunities will typically be cumulative throughout a semester, resulting in deliverables aimed at public audiences within or beyond the university.

HOW AND WHERE TO USE THIS MESSAGING

- Student recruitment materials
- Advertising
- Reinforcing the university messaging in written or verbal remarks

PBL IN "PRACTICE"

The campus community is encouraged to integrate PBL messaging when communicating about UM-Dearborn. There are many examples across campus that demonstrate practice-based learning.

SUGGESTED DESCRIPTORS:

Michigan's practice-based university
Practice-based experiences in the classroom
Career preparation through practice-based learning

COLLEGE EXAMPLES:

COB | Bloomberg Finance Lab allows students to analyze a vast amount of real-time market data and even earn their Bloomberg certification.

CECS | Manufacturing Systems Engineering Laboratory replicates production facilities to build, test and create programs and materials.

CEHHS | Early Childhood Education Center is a university classroom to prepare teachers.

CASL | Environmental Interpretive Center provides over 70 acres of natural sciences laboratory space.

Expanding the Michigan Experience

MICHIGAN EXPERIENCE

When one sees the Block M many things come to mind —excellence, pride, leaders and best. UM-Dearborn leverages the Block M on campus in many ways, including excellence in the classroom, providing a University of Michigan degree and holding our students, faculty and staff to the highest standards.

Because of the connectivity to the Michigan family, UM-Dearborn students can participate in additional educational and social opportunities in Ann Arbor that help to expand the Michigan experience.

SPORTING EVENTS

UM-Dearborn students are eligible to purchase student tickets for Big Ten football games and other sporting events in Ann Arbor.

MICHIGAN MARCHING BAND

UM-Dearborn students are eligible to participate in one of the best bands in the nation!

CULTURAL AND OUTDOOR

Students can enjoy, often free or at a discounted price, live performances, museums and gardens on the Ann Arbor campus.

LIBRARY

In addition to the Mardigian Library, located on campus, students may access resources at the Ann Arbor libraries.

RESEARCH

UM-Dearborn students are eligible to participate in research opportunities with UM-Ann Arbor faculty and researchers.

STUDENT SOCIETIES AND CLUBS

In addition to the many active student organizations at UM-Dearborn, students are able to participate in clubs on the Ann Arbor campus.

ALUMNI ASSOCIATION

After the Michigan degree is earned, students are eligible to join one of the largest and most engaged alumni associations in the world.

HOW AND WHERE TO USE THIS MESSAGING

- Student recruitment materials
- Advertising
- Reinforcing the university messaging in written or verbal remarks

Persona:

The Empowering Nurturer

The Empowering Nurturer

THE STORY

Our welcoming community provides a deep sense of belonging

At University of Michigan-Dearborn, we believe a hospitable, nurturing community and an accessible, affordable education are the first and most crucial steps to creating successful and engaged citizens. We foster this environment through intentional inclusion and support for veterans, LGBTQ+ students, international students, first generation students and students of all faiths. We do this for every student from every background. Why? To help them reach their potential, find fulfilling work, and make connections at school and beyond. Armed with the confidence and knowledge they gain here, our graduates engage in work and live lives that improve Southeast Michigan, the nation and the world.

Welcoming
We give students a place where they belong, where they have the tools, resources and access they need. That's the environment that produces fulfillment, drive and success.

Compassionate
We believe the wellbeing of the individual drives the wellbeing of the community and that empathy empowers positive change through a sense of connection.

Nurturing
We meet our students' talent with the right resources, unlocking their potential by fostering confidence and building deep understanding.

Supportive
We support students from orientation to graduation and beyond with equitable resources to accomplish ambitious goals for personal and career growth.

THE PHOTOGRAPHY

Supportive and selfless, Empowering Nurturers are driven by compassion, warmth and the desire to care for others. This persona values altruism, commitment and generosity. Photography that expresses this persona should make people feel valued and supported.

Empowering Nurturer photography is all about connection. Subjects should either connect with one another or with the camera and should always display authentic emotion—whether it's excitement, generosity or compassion.

Persona:

The Industrious Creator

THE STORY

Our resilient determination builds communities and careers

At University of Michigan-Dearborn, we hold fast to our mission to deliver excellence and access across all areas of the student experience. We believe in impact at all levels—personal, regional, global—and we know it doesn't come easily. It comes through determination. It comes through industriousness. It comes through resilience. We meet our students where they are, and we empower them. We equip them with the tools and mindset to accomplish as much or more than those with greater advantages and to follow their paths wherever they may lead.

Industrious

"Industrious" has a double meaning for us: we are hardworking and diligent, yes — and we contribute to American industry here in metropolitan Detroit and Southeast Michigan.

Persevering

Our students balance life, work and study while overcoming sometimes overwhelming obstacles. Despite difficult circumstances, they thrive.

Resilient

Resilience isn't just about pushing through adversity — it's about staying true to yourself in the process. We bounce back after setbacks and stay true to ourselves and our vision.

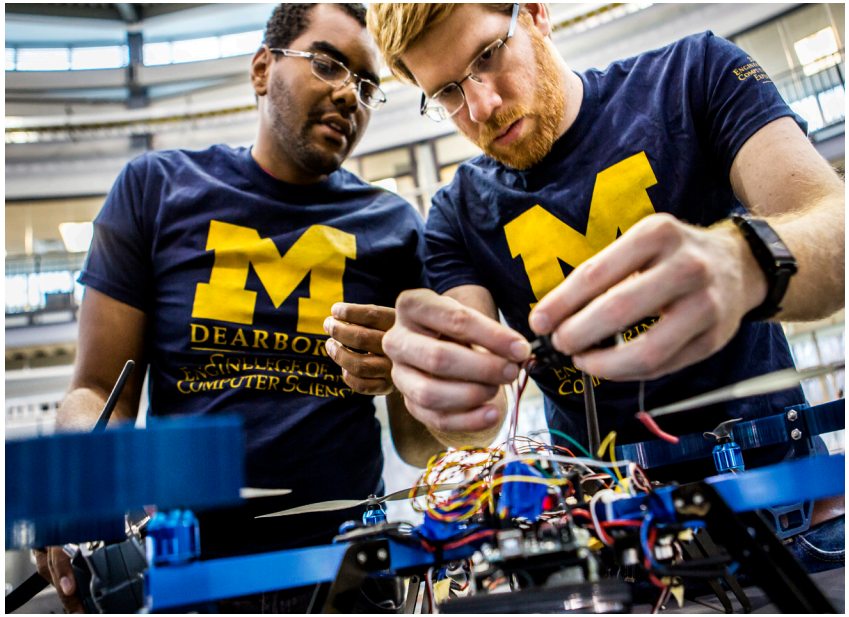
Determined

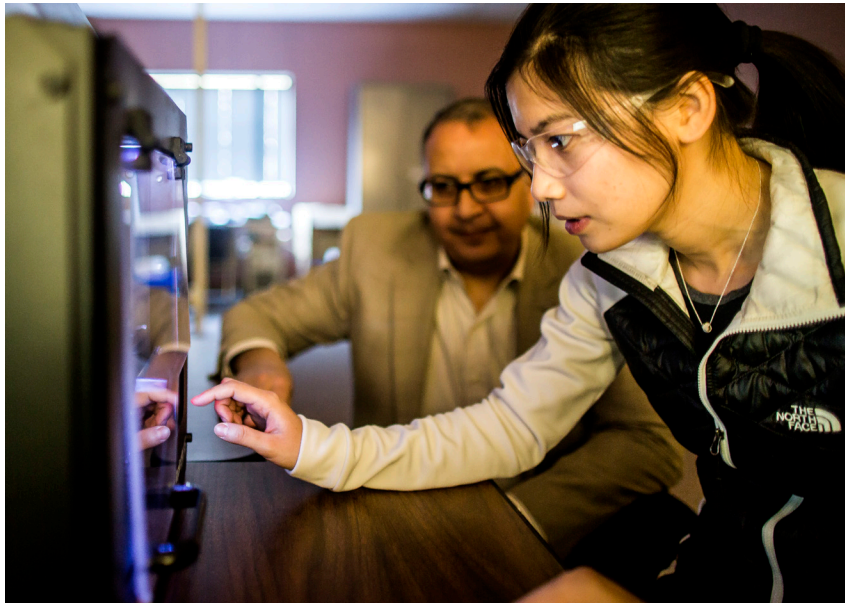
We build programs and experiences that empower our students to overcome obstacles, create new opportunities, and succeed no matter their situation.

THE PHOTOGRAPHY

Resilient and tenacious, Industrious Creators are driven by overcoming challenges through grit and determination. This persona values fortitude and hard work. Photography expressing this persona should leave the viewer feeling triumphant and inspired.

Industrious Creator photography should focus not on the end result but on the work it takes to get there. If they're looking at the camera, subjects should have focused, resolute facial expressions. Otherwise, subjects should be intently focused on the work in front of them—whether it's engineering a vehicle or playing a sport.





Persona:

The Analytical Explorer

The Analytical Explorer

THE STORY

Our innovative mindset and experiential practices cultivate breakthrough discoveries

At University of Michigan-Dearborn, we value the process as well as the discovery. That's why we're improving support for faculty research and professional development. We value the journey as much as the destination. We encourage critical thinking, hands-on experience, and a constant exploration of new ways to learn, to teach and to connect. We ground this in practice-based learning, giving a pragmatic foundation to our search for innovations that improve the lives of the people of Michigan and beyond.

Experiential

We strive to provide our students every opportunity to learn through real-world, practice-based learning and to problem-solve with societal impact.

Inquisitive

We build critical thinkers and foster an environment rich in research, focused curiosity and interdisciplinary work.

Analytical

Data is only valuable if you know how to use it. We are data-driven and evidence-based—balanced with insight, reflection and context.

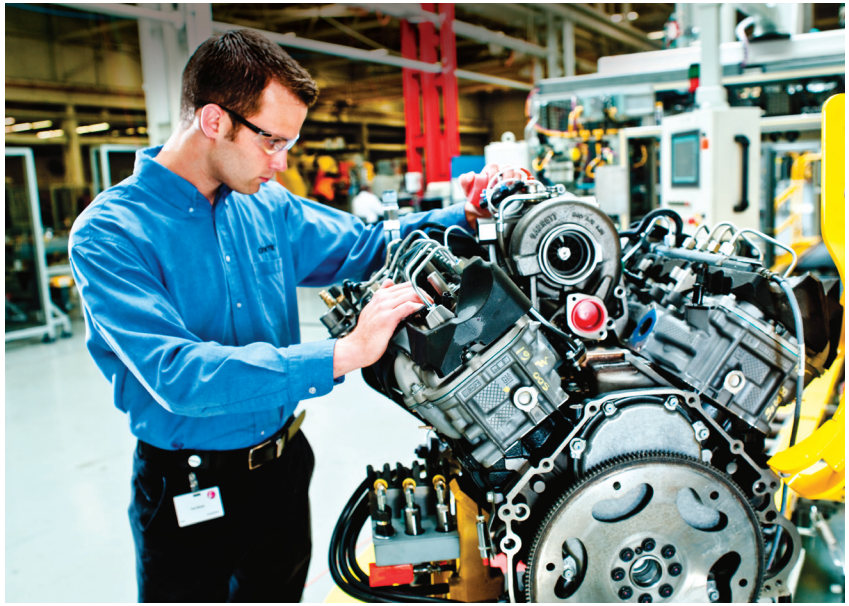
Innovative

We use multidisciplinary, interdisciplinary methods outside traditional boundaries, and we build partnerships, and develop new ways to solve problems.

THE PHOTOGRAPHY

Adventurous and inquisitive, Analytical Explorers are driven to discover the unknown. Analytical Explorers value investigation, curiosity and trailblazing. Photography that expresses this persona should leave people feeling intrigued and emboldened.

Analytical Explorer photography should highlight wonder, innovation and discovery. Whether they're in the lab or in the field, learning from a book or learning on their feet, subjects should always appear curious and intensely engaged. Analytical Explorer photography should showcase the process of exploration and invention.



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ACADEMIC DEANS Raju Balakrishnan, College of Business; Martin J. Hershock, College of Arts, Sciences, and Letters; Ghassan Kridli, College of Engineering and Computer Science; Ann Y. Lampkin-Williams, College of Education, Health, and Human Services

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The Office of External Relations can review any items before you send them to print. If you need assistance with logos, color selection, proofing or images please contact us at **um-dearbornbrand@umich.edu**